



EXAMINATION OPEN TO THE PUBLIC TOURISM PROGRAM COORDINATOR

ANNUAL \$72,786
SALARY: \$93,813

SALARY
GROUP: AR 25

APPLICATION CLOSING
DATE: AUGUST 28, 2015

EXAM
NO: 150820OCDM

SPECIAL APPLICATION AND EXAMINATION INSTRUCTIONS APPEAR BELOW

PURPOSE OF CLASS: In the Department of Economic and Community Development this class is accountable for performing the most complex tasks in the promotion and marketing of Connecticut as a tourism destination.

MINIMUM QUALIFICATIONS REQUIRED

IN ORDER TO BE CONSIDERED FOR ADMITTANCE INTO THIS EXAMINATION, YOU MUST INDICATE ON YOUR APPLICATION THAT YOU HAVE THE FOLLOWING EXPERIENCE AND TRAINING BY **AUGUST 28, 2015**.

GENERAL EXPERIENCE: Seven years of experience in tourism, marketing, public relations, business management or a closely related field.

SPECIAL EXPERIENCE: Three years of the General Experience must have been in tourism or marketing with one year at the level of a Tourism Program Associate.

SUBSTITUTION ALLOWED: (1) College training in business management, marketing, public relations, communications or a closely related field may be substituted for the General Experience on the basis of fifteen semester hours equaling one-half year of experience to a maximum of four years for a Bachelor's degree. (2) A Master's degree in a closely related field may be substituted for one additional year of the General Experience.

SPECIAL REQUIREMENTS: (1) Incumbents in this class may be required to travel. (2) Incumbents in this class may be required to possess and retain a valid Motor Vehicle Operator's license.

KNOWLEDGE, SKILLS AND ABILITIES: Considerable knowledge of industry practices, markets and location issues; considerable knowledge of methods used in development, implementation, promotion and evaluation of tourism or marketing programs and services; considerable knowledge of tourism program resources; knowledge of research methods and techniques; knowledge of planning principles and practices; knowledge of budget preparation and control; knowledge of marketing principles and techniques; considerable oral and written communication skills; interpersonal skills; skill in preparation and presentation of material to public; considerable ability to direct development, implementation and evaluation of projects in a major program or service area; considerable ability to evaluate and report on programs in progress; some supervisory ability; ability to utilize computer software.

THE EXAMINATION WILL BE COMPOSED OF:

PART	WEIGHT
EXPERIENCE AND TRAINING	100%

APPLICATION/EXAMINATION PROCEDURE

APPLICANTS MUST SUBMIT:

- (1) Completed Application Form (CT-HR-12)
- (2) Supplemental Examination Materials (see instructions below)

In order to be considered for admittance into this examination, you must complete all parts of the examination application (CT-HR-12) detailing how you meet the minimum experience and training requirements stated above AND complete the required examination materials as detailed below. Applicants who do not submit the required application and supplemental examination materials by the closing date will not be admitted into the examination and will not have the right to appeal this decision. Resumes and/or vitas will not substitute for the required application form or for the required examination materials.

EXAMINATION INSTRUCTIONS: Section 1. For each job (maximum of three) which you feel has best prepared you for the job of Tourism Program Coordinator include a 1-2 page (typed or printed) description detailing your duties and responsibilities. (Applicants serving provisionally or temporarily in the title of Tourism Program Coordinator cannot include this as one of the three jobs.) Each job description should begin on a separate page and begin with your job title, company name and location, dates of employment, and number of hours worked per week. This should be followed by a description of your duties and responsibilities organized and formatted around the numbered items that follow. (1) Describe your experience planning, coordinating or developing a tourism marketing, promotional, or advertising program. In particular, please describe your experience conducting tourism research, developing innovative tactics, and implementing a tourism campaign. Indicate specific experience promoting attractions, developing industry services and maximizing visitor ship. Be specific as to the size of the program (geographic and budgetary), the impact of the program (in dollars, visitors, and enhanced perception), and the nature of the activities for which you were responsible. (2) Describe your experience planning, designing and preparing materials for public events, displays and publications. Include specific information regarding your experience with digital, web, social media, print, or related formats in the marketing field. Detail what types of promotions you have worked on, the specific methods and materials used. Be specific as to computer technology used to produce printed materials, including desktop publishing, as well as graphic design experience. (3) Describe your experience in the preparation of budgets and/or your background in financial management. Include specific information regarding budget size, level of oversight, and degree of your budgetary authority. (4) Describe your experience preparing written and conducting oral presentations. In particular, describe your experience writing reports, memos, and policy papers. Describe your experience designing and presenting at meetings, workshops, and in other public forums. Please indicate average audience sizes and topics presented. Detail any experience initiating and developing special studies, reports and analyses related to the tourism industry. Describe your experience evaluating programs and making recommendations based on your analysis. **Section 2.** On a separate page, include a list of degrees, certifications, licenses and courses that you have completed which have prepared you for the job. **Important Notes:** (1) **Make certain both your application form and your examination materials are complete and separate documents not referencing the other, as your application form and supplemental examination materials may be separated during the scoring process.** (2) Examination materials should be clearly marked as such and each page should contain the examination title, exam number and your social security number (do not include your name). (3) Do not include materials other than those requested above. (4) **Your examination will only be scored if you meet the minimum experience and training requirements outlined above and your CT-HR-12 and supplemental examination materials are date stamped by DAS/Human Resources or postmarked by August 28, 2015.** (5) Mail applications/examination materials to DAS/Human Resources, Room 404, State Office Building, 165 Capitol Avenue, Hartford, Connecticut 06106-1658 (Secure Fax #860-622-2875). **If faxing materials, keep a copy of your completed application form, exam materials and the fax transmittal receipt for your records. Make certain that your application form and exam materials are complete and transmitted correctly and without error. Incomplete faxes or faxes received blank because pages were faxed upside down will not be accepted.** (6) Due to the large number of applications received, we cannot confirm receipt of applications. (7) **Examination scores will be mailed by October 20, 2015.** (8) **A separate application/examination package must be submitted for each exam you are applying for.**

FORMS: Application forms (CT-HR-12) and exam announcements are available from the Department of Administrative Services (<http://das.ct.gov/employment>) or at the Offices of the Connecticut State Job Centers.

AN AFFIRMATIVE ACTION/EQUAL OPPORTUNITY EMPLOYER

The State of Connecticut is an equal opportunity/affirmative action employer and strongly encourages the applications of women, minorities, persons with disabilities and military veterans.